

QUARTERLY REPORT THIRD QUARTER – 2002

July 1, 2002 through September 30, 2002

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. GROWTH

In a town that has seen unstoppable **growth, traffic** and **congestion** remain an issue for our city. City **transportation** systems **help in some ways, but the highways and roads are still overcrowded**. Yucca Mountain issues on nuclear waste has many concerned about our **environment**. Our future still holds concern for our **water** supply and **air** pollution, and now facing the possibility that nuclear waste may be in our vicinity has raised national questions. **Housing** costs have risen, however they continue to be lower than our neighboring states, causing many to move into the area for the cost of living.

2. EDUCATION

As **growth** in Southern Nevada continues to be a major concern, **education** remains an important issue for all residents. The question of how we are going to **fund** new an existing schools has been a major issue specifically with the possibility of having to cut school sports and other extracurricular activities in order to stay within the budget. **Teachers** and school **administration** have also been a hot topic regarding pay scale, benefits and recent scandals with students. **Safety and school violence** have also taken on a new meaning since 9/11 with terrorism added to the daily fears of both teachers and students.

3. CRIME and SAFETY ISSUES

Crime continues as a main issue for many residents, not only locally but nationally as well. **Homeland Security** has become just as important as local **safety & law enforcement**. With more headlines in the news regarding **sexual abuse** and **gang** violence on innocent victims, many fear for their children's safety. It is hard to understand why so many accidents continue to happen due to **DUI**, driving under the influence of **alcohol and drugs** when there are so many available options to help.

4. LIFESTYLES

One of the main concerns in today's society is **health** and **medical** concerns. In a **24/7 town** with bustling **casinos** and plenty of **gambling** many live life at all different times of the day. Living in our valley, we are centrally located within driving distance to many wonderful places to **travel**. **Family and friends** are still a big priority for most people as a past time, and **patriotism** is stronger than ever.

5. ECONOMICS

Valley residents speak up when it comes to rising cost of **utility prices**. In a time when **job security** is a top concern for many, higher priced power and such is not an option. While the **cost of living** is a positive factor that brings many folks to live in our Valley, some say that is slowly changing. **Tourism** is still vital to our **economic** community.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *July 15-21, 2002, August 12-18, 2002 and September 2-8, 2002.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION. STORIES APPEARING ON MSNBC RUN AT EITHER 2:26PM, 3:26PM; 4:26PM; 7:26pm; 8:26PM, 9:26PM; OR 10:26PM FOR A 3 MINUTE DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) "THINK BEFORE YOU DRINK"; (5) WEDNESDAY'S CHILD, A PROGRAM THAT BRINGS CHILDREN AND FAMILIES TOGETHER; (6) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (7) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (8) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (9) www.kvbc.com, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, WEDNESDAY'S CHILD, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.

VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
3RD QUARTER, 2002

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE THIRD QUARTER 2002**

July 1, 2002 through September 30, 2002

1. PEER PRESSURE

Peer pressure for the children of Nevada has increased and is affecting younger and younger ages. The pressure to try and use **alcohol, drugs** or start **smoking** has added more stress to the daily life of children. **Sex** and then becoming **pregnant** is something they see and adds additional stress for them and between them and their friends.

2. SCHOOL

School is an important part of children's lives. Children express **safety** concerns while at school. Whether nine-month or year-round schools, children view school with **positive aspects** of studies, their friends and **school activities**.

3. VIOLENCE

Children today express their **fears** of issue that surround them at school and on the streets. They continue to deal with issues of **gangs** and **hatred** if they do not fit in or are different. **Guns** are still a problem for kids and law enforcement as well.

4. ACTIVITIES

Activities are a significant part of children's lives. Kids enjoy team **sports and swimming activities**. They enjoy participating in **community parks and recreational organizations** and **church activities**. Kids enjoy doing

things with their **friends and family**. They also enjoy television, **computers**, and video games.

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IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.